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Gray W. Williams Earns National Association of Sports Commissions CSEE Certification

Greenville, NC- Gray W. Williams, Director of Sports Development for the Greenville-Pitt County Convention & Visitors Bureau recently earned her Certified Sports Event Executive (CSEE) credential from the National Association of Sports Commissions (NASC) to help expand her knowledge and skills necessary to make a difference and be a leader in the sports events and tourism industry.

Established in 1992, NASC's mission is to be the essential resource for sports commissions, sports destinations, sports event owners, and industry partners by delivering quality education, ample networking opportunities, and exceptional event management and marketing know-how to its members to protect the integrity of the sports events and tourism industry. NASC believes sports events and tourism have the power to transform society for the better and helps nurture members to achieve success.

Williams worked her way through live and online CSEE core courses on strategic planning, effective selling, and effective communications in the sports tourism industry, along with electives in economic impact, sales training, facility development and planning, revenue and funding sources, sponsorship development, marketing and promotion, crisis management, and more.

"As a sports tourism professional, I believe it is an important investment to stay educated on the issues and trends in the our industry," stated Gray W. Williams, Director of Sports Development at the Greenville-Pitt County Convention & Visitors Bureau. "This certification helps break down the key components of creating a next level sports destination."

Williams is involved in NASC in several ways, she is on the Women's Conference planning committee, Symposium committee, and served on the Sports Legacy committee last year. Williams is also a member of the Greenville-Pitt County Chamber of Commerce's Young Professionals of Pitt County, is an ECU's Women's Roundtable board member, serves as an advisor for ECU's chapter of Alpha Delta Pi, and was recognized as one of ECU's 40 Under 40 Leaders in 2016.

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